

ADVERTISING SALES MANAGER

DEFINITION: Under general supervision, performs work of considerable difficulty in planning, organizing, directing and evaluating the operation of the Advertising Section of the Navajo Times Department; is responsible for developing and implementing advertising policies, developing sales promotions and for maximizing advertising revenues of the Navajo Times Newspaper; performs related work as assigned.

ESSENTIAL FUNCTIONS: This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

TASKS:

Manages and supervises the daily operations of the Advertising Section which include the coordination of advertising, promotional, marketing, design and public relations activities; responsible for the design and creation of advertising section; develops, recommends and implements short- and long-range plans; establishes performance goals and objectives; develops and implements advertising policies; works closely with production and circulation staff to coordinate production and sales for best results; ensures prices are competitive; initiates sales training programs and monitors progress of sales; develops and implements sales, promotional and marketing projects designed to increase revenue; prepares budget for advertising section; sells advertisements; advises on ways to improve sales; ensures sales targets and staff deadlines are met.

Provides technical assistance guidance to assigned staff; assigns and review work of assigned staff; manages budget, accounts and circulation; assists clients in deciding what kind of advertising they want and what medium to use; prepares, reviews and edits advertising materials, publications and displays prior to dissemination of advertisements; monitors billing of advertisements to minimize errors and maximize quality control; develops and maintains regular contact with clients/advertisers; negotiates adjustments and credits; handles client complaints and concerns; resolves problems of billing, breach of contract, delinquent accounts and collection; oversees invoice and advertising order forms; designs and creates advertising and marketing campaigns; prepares required reports.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

Knowledge of newspaper design and layout, pre-press work, printing press operation, advertising, sales, composition and circulation.

Knowledge of the newspaper business and management practices.

Knowledge and understanding of the newspaper advertising process.

Knowledge of advertisement production, design and graphics software.

Knowledge of public relations/customer service principles and techniques.

Knowledge of supervisory methods and techniques.

Skill in establishing and maintaining cooperative working relationships.

Skill in setting priorities to meet established deadlines.

Ability to analyze and interpret marketing data.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves a minimum of physical effort in an office setting.

MINIMUM QUALIFICATIONS: A Bachelor's degree in Advertising, Communication, Public Relations, Marketing, Journalism or closely related field; and five (5) years experience in advertising sales, two (2)

THE NAVAJO NATION

Class Code: 2066
Information Management and Presentation Series
News and Media Presentation Group
Overtime Code: Exempt
Pay Grade: 66

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years of which must have been in a supervisory capacity; or an equivalent combination of education, training and experience which provides the capability to perform the described duties.

Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.